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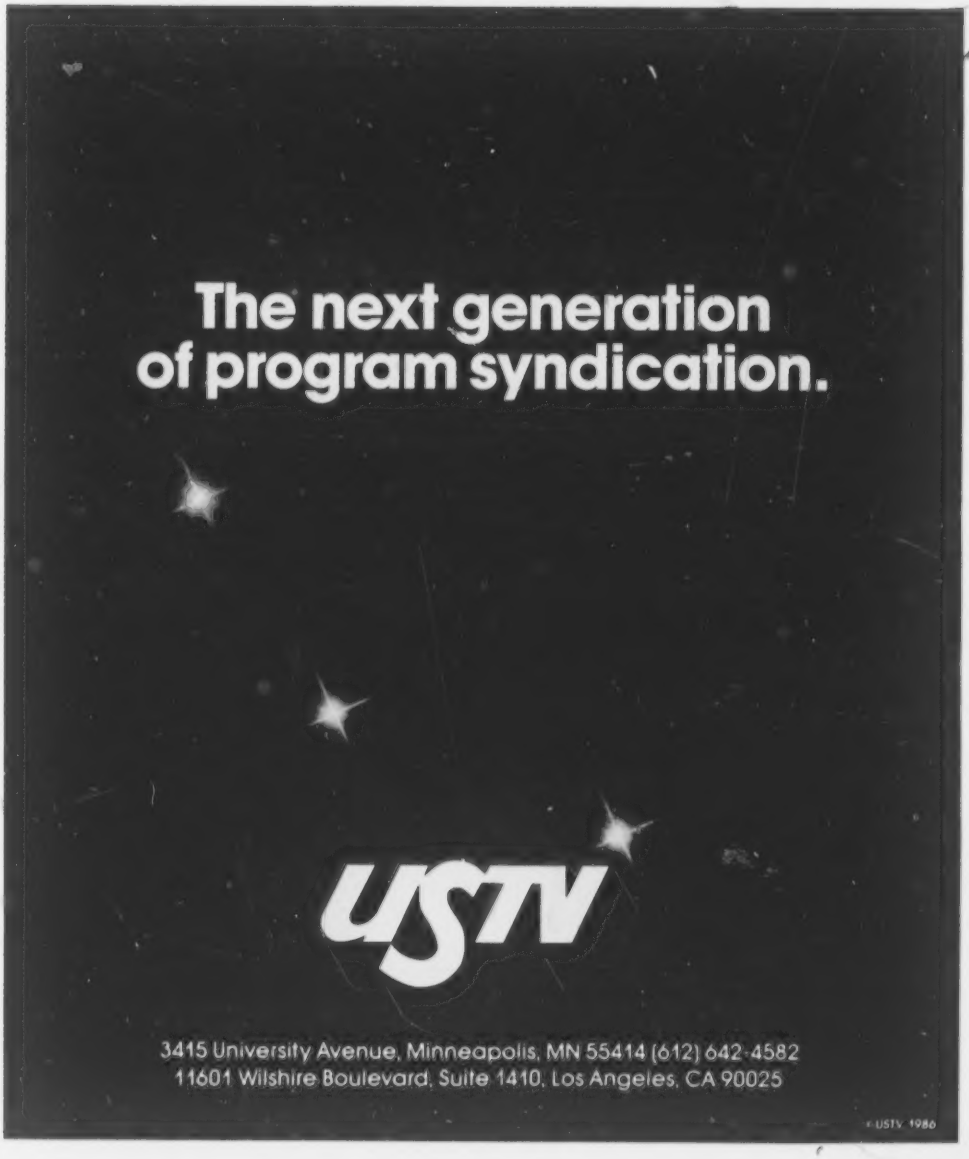
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 19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NATPE 87

Vol. 112 No. 3

Broadcasting Jan 19

Fowler expected to resign FCC chairmanship
Paley, Tisch positions made permanent
Bearing down on NATPE

FOWLER MOVE □ FCC Chairman Mark Fowler is expected to send letter of resignation to President. **PAGE 75.**

DRAWING LINES □ House Energy and Commerce Committee Chairman John Dingell says FCC reliance on marketplace has gone too far; suggests return to public trusteeship. **PAGE 75.**

PERMANENT REPLACEMENT □ CBS board votes to make Paley chairman, Tisch president and chief executive officer. **PAGE 79.**

NATPE 87 □ Business is the business of 24th annual NATPE convention. **PAGE 102.** First-run programing is one of syndication's strong suits heading into NATPE. **PAGE 106.** A list of exhibitors begins on **PAGE 136.**

WIDE RANGING □ Comments run the gamut on what the FCC should do about its proposed must-carry rules. **PAGE 187.**

RKO SUIT □ Nearly $300-million stockholder suit is filed against RKO General and parent, GenCorp Inc. **PAGE 192.**

FOX PASS □ Fox Broadcasting announces intention to get in on the bidding for *Monday Night Football*. **PAGE 209.**

SOLD OUT □ CBS sells out Super Bowl in various package arrangements; network expected to bring in $43 million during six-hour telecast. **PAGE 212.**

BARTER ARRANGEMENT □ Talks among Coca-Cola Telecommunications, Paramount and LBS point to barter operations of three companies coming together under one roof. **PAGE 216.**

CABLE VIEW □ NCTA President James Mooney sheds light on what deregulated rate environment will mean. **PAGE 218.**

SWIFT REMARKS □ Representative Al Swift (D-Wash.) tells INTV audience that he is working on legislation to relieve broadcasters of comparative renewal process. **PAGE 224.**

NEW VOICE □ Marlin Fitzwater named to succeed Larry Speakes as White House press spokesman. **PAGE 240.**

EXPERIENCE PREFERRED □ NATPE President David Simon has seen the business of broadcasting from a variety of viewpoints in his rise to VP, programing, for Fox Television Stations. **PAGE 287.**

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made-for-television movies in 1988, but the executives said they have no intention of buying theatrical releases. Fox will eventually have a news program, but Kellner said it will not be a 7 p.m. half-hour to compete with network news. Diller said FBC would stay with the Rivers show even if the ratings do not immediately improve.

Fox Broadcasting Co. also announced several more program projects last week. George C. Scott will star in a sitcom entitled *Mr. President*; from Carson Productions. Executive producers for the show include Gene Reynolds (*M*A*S*H*), Ed Weinberger (*Taxi*) and Johnny Carson. Also confirmed last week was a comedy show starring the British singer/comedienne Tracy Ullman, *The Tracy Ullman Show*, with Jim Brooks (*Taxi*) as executive producer, and a half-hour drama called *Beans Baxter*, about a teen-age spy. □

CBS wins its second in a row

Week 16 of the prime time television season ended Jan. 11 with CBS scoring an 18.3 rating/28 share for its second win in a row. NBC ended the week with a 17.6/26.7 and ABC with a 14.0/21.3. Last year the numbers for week 16 were: CBS 18/28, NBC 17.9/27 and ABC 14/21.

CBS presented four movies: The theatrical "Footloose" aired as a special presentation on Monday night at 9-11 p.m. and drew a 19.7/31; part two of *At Mother's Request* ran during the same two hours on Tuesday and got a 22.7/35; *The Return of Sherlock Holmes* scored a 14.4/24 on Saturday, and part one of "Gone With the Wind" closed out the week on Sunday with an 18.1/28.

NBC aired two special news reports. An *NBC White Paper*, "To Be a Teacher," about the problems faced by America's public school teachers, ran Monday night, 10-11 p.m. It pulled a 9.2/15 against part two of CBS's movie and NBC's *Jack and Mike*, the latter getting 13.5/23. The *NBC News Special Report*, an update on the Iran-Contra arms issue titled "The Arms, the Men, the Money," was broadcast Tuesday night, also at 10-11 p.m. The report came in at the bottom of the chart (see below), with a 6.4/11. The network also aired a special two-hour *Remington Steele* on Monday, at 8-10 p.m. *Steele* came up with a 19.7/28, compared to the 20.2/29 for CBS's *Kate and Allie* (at 8-8:30) and *Newhart*'s 19.5/28 (8:30-9). NBC's Sunday night movie was *Mercy or Murder*.

ABC's Monday night movie, *On Fire*, starred John Forsythe as an arson investigator who is forced into retirement. It pulled in a 12.8/20 and ranked 55th. On Sunday evening, ABC broadcast *Uncommon Valor*. Ranked 35th, the movie scored a 15.7/23.

In evening news for week 16, the *NBC Nightly News* won with a 13.2/22 over CBS's 12.9/22 and ABC's 11.3/19.

The HUT level (homes using television) stood at 65.4% for week 16. Last year's HUT level was 65.3%.

At present, the three networks' season-to-date standings are: NBC 17.9/28.5, CBS 16.0/25.6 and ABC 14.1/22.6. At this point in the season last year, the averages were: NBC 17.6/27.5, CBS 16.9/26.4, and ABC 15.2/23.8.

During week 16, CBS took Monday, Friday and Sunday while ABC took Tuesday and Wednesday. This left NBC with two nights, Thursday and Saturday.

Monday's win by CBS came with a 19.8/30.1 over NBC's 16.2/24.1 and ABC's 12.8/19.3.

The Tuesday tally went to ABC with its 19.6/29.8, half a rating point over CBS's 19.1/28.7 and comfortably ahead of NBC's 13.2/20.2.

Wednesday night went to ABC's lineup, boosted by the 18.4/27 brought in by *Dynasty* at 9-10 p.m. and the strong pull by *Head of the Class*, (19.2/28) which airs at 8:30-9 p.m. *Highway to Heaven* airs at 8-9 p.m. on NBC and pulled in an 18.5/27. The overall average for ABC during that same hour, using the numbers for its two half-hour programs, however, worked out to an 18.6/27.5 CBS's *Equalizer* took 10-11 p.m. with its 17.3/29, over ABC's *Hotel* (15.3/25) and NBC's *St. Elsewhere* (12.9/21). The final evening averages provided a win for ABC with a 17.4/26.6, compared to CBS's 15.2/23.5 and NBC's 14.8/22.6.

Thursday went to NBC's 26.6/39.9 over CBS's 14.9/22 and ABC's 10.7/16.2. NBC lost the last hour, 10-11 p.m., to CBS's *Knots Landing* (19.4/31). *L.A. Law* on NBC pulled in a 17.0/27, which is 0.7 of a rating point over the show's season-to-date average. But the numbers brought in by *Knots Landing* were 2.9 rating points above that program's season to date of 16.5/26. *20/20* on ABC scored a 13.1/21 for the same 10-11 p.m. slot.

CBS took all three hours on Friday and averaged a 19.5/31 over NBC's 13.9/21.7 and ABC's 11.8/18.5.

NBC's regular lineup won Saturday with a 19.1/31.2. CBS's new *Outlaws*, which runs at 8-9 p.m., dropped down to a 15.6/25 from the previous week's 18.2/29. For the night, the averages for CBS and ABC were 14.8/24.3 and 10.2/16.5, respectively.

CBS took Sunday with a 23.4/34.1, boosted by the final minutes of the NFC title championship and the accompanying post-game show. The final five minutes of the Washington Redskins-New York Giants game, from 7:10 to 7:15 p.m., closed out with a 33.5/52, while the post-game show, all three minutes of it, at 7:15-7:18 p.m. pulled a 26.2/41. *60 Minutes* got a 27.2/39, and a repeat of *Murder, She Wrote* had a 23.9/33. NBC's Sunday movie, *Mercy or Murder*, had the best numbers for that movie time slot—23.8/35—since the Nov. 9, 1986, airing of the Perry Mason movie, *The Case of the Shooting Star*, which had a 23.6/37.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	30.6/54
2.	Family Ties	NBC	30.4/52
3.	Cheers	NBC	28.2/41
4.	60 Minutes	CBS	27.2/39
5.	NFC Champ. post-game	CBS	26.6/41
5.	Golden Girls	NBC	26.6/41
7.	Night Court	NBC	24.4/36
8.	Growing Pains	ABC	24.0/34
9.	Murder, She Wrote	CBS	23.9/33
10.	Who's the Boss?	ABC	23.8/35
10.	Sunday Night Movie	NBC	23.8/35
12.	Dallas	CBS	23.1/36
13.	Tuesday Movie	CBS	22.7/35
14.	Moonlighting	ABC	21.4/31
15.	Amen	NBC	20.3/32
16.	Kate & Allie	CBS	20.2/29
16.	Falcon Crest	CBS	20.2/33
16.	227	NBC	20.2/32
19.	Special Movie	CBS	19.7/31
19.	Monday Night Movie	NBC	19.7/28
21.	Matlock	NBC	19.6/28
22.	Newhart	CBS	19.5/28
23.	Knots Landing	CBS	19.4/31
24.	Head of the Class	ABC	19.2/28
25.	Highway to Heaven	NBC	18.5/27
26.	Dynasty	ABC	18.4/27
27.	Sunday Movie	CBS	18.1/28
28.	Perfect Strangers	ABC	17.9/27
29.	Equalizer	CBS	17.3/29
30.	L.A. Law	NBC	17.0/27
31.	Facts of Life	NBC	16.7/27
32.	Mr. Belvedere	ABC	16.4/25
33.	Magnum, P.I.	CBS	16.3/24
34.	Webster	ABC	16.0/25
35.	Sunday Night Movie	ABC	15.7/23
36.	Outlaws	CBS	15.6/25
37.	Simon & Simon	CBS	15.5/22
37.	Hunter	NBC	15.5/27
39.	Hotel	ABC	15.3/25
40.	Easy Street	NBC	15.2/21
41.	Scarecrow & Mrs. King	CBS	15.1/24
41.	Miami Vice	NBC	15.1/23
43.	Disney Sunday Movie	ABC	14.9/21
44.	Saturday Movie	CBS	14.4/24
45.	Hill Street Blues	NBC	13.7/20
46.	Crime Story	NBC	13.6/22
47.	Jack & Mike	ABC	13.5/23
48.	Our House	NBC	13.3/19
49.	Gimme A Break	NBC	13.2/20
50.	20/20	ABC	13.1/21
51.	Valerie	NBC	13.0/18
52.	MacGyver	ABC	12.9/18
53.	Stingray	NBC	12.9/20
53.	St. Elsewhere	NBC	12.9/21
55.	Monday Night Movie	ABC	12.8/20
56.	You Again?	NBC	12.6/19
57.	Coltys	ABC	12.1/18
58.	Mike Hammer	CBS	11.9/18
59.	Wizard	CBS	11.8/17
60.	Spenser: For Hire	ABC	11.4/20
61.	Starman	ABC	11.0/18
62.	Sidekicks	ABC	10.8/18
63.	Sledge Hammer	ABC	10.3/16
64.	Shell Game	CBS	9.7/14
65.	White Paper	NBC	9.2/15
66.	Gung Ho	ABC	8.6/13
66.	Heart of the City	ABC	8.6/13
68.	Dads	ABC	8.0/12
69.	Our World	ABC	6.8/10
70.	News Special Report	NBC	6.4/11

*Indicates premiere episode

Sold out Super Bowl for CBS

CBS looks to take in at least $43 million in advertising for football championship programing; network will air game in stereo

CBS has sold all 52 available advertising units for the Super Bowl (New York Giants vs. Denver Broncos in Pasadena, Calif., Jan. 25) for $600,000 per 30 seconds, network and agencies confirmed last week. But with the high rate, the network was forced to offer just about all the spots in packages that include positions in other sports programs and other dayparts such as prime time and late night at bargain rates. As a result, agency executives said, advertisers were getting between 10% and 50% better value with the package deals than they would with buying stand-alone spots in the big game. By comparison, last year NBC sold just about all of its spots on a stand-alone basis ($525,000 per 30), although in prior years the Super Bowl has been packaged with other programs.

But as for the bookkeeping, the records will show CBS generated between $43 million and $47 million in gross sales for its two-hour pre-game, kick-off, Super Bowl and post-game programing, which starts at 4 p.m. and is scheduled to end at about 10 p.m. Most of those dollars come from the 26 minutes worth of advertising time sold in the game itself for $31.2 million. This time around, six stand-alone 15-second spots were purchased, as well as two split-30's. CBS also sold 36 units in its pre-game show at prices that increased with placement closer to game time, ranging from $150,000 to $260,000. It also sold seven 30-second units in the 15 minutes before kickoff at $400,000 and 12 units in the post-game show at $325,000 per spot.

But as one agency executive put it last week, by selling the Super Bowl units in bigger packages, advertisers could "kind of amortize that $600,000 Super Bowl price tag over a couple of properties." Several sources in the agency community said that the packages in effect offered discounts of between 10% and 50% for spots in those "properties." The discounts vary be program and daypart, and tended to be greater in those deals closing later, sources said.

Several advertisers are taking advantage of the huge Super Bowl audience to unveil new products including Chrysler and IBM. Chrysler's Dodge division is launching a new midsized pickup truck (the Dakota) and is also unveiling a new creative campaign for its Daytona car. BBDO's Steve Grubbs said Dodge had created a "Super Bowl Day scenario" campaign which includes about 12 spots throughout the day on CBS. That day the network has a 10½-hour schedule of sports, starting at 11:30 a.m., with a college basketball game, followed by an NBA game and then the Super Bowl programing.

IBM reportedly is launching a campaign for a new personal computer during the Super Bowl, although the company and its agency, Lord Geller, declined to talk about the strategy last week. Anheuser-Busch has a lock on beer advertising during the game, where the company has taken more than four units to advertise its Budweiser and Bud Light brands. Miller reportedly has a unit in the pre-game show, while A-B has another two or three spots in both the pre- and post-game shows.

Other advertisers purchasing Super Bowl spots include duPont's Stainmaster Carpets division (BBDO), GTE (DDB-Needham Worldwide), Goodyear and Pepsi Cola's Slice soft drink (J. Walter Thompson), Diet Coke (SSC&B) and R.C. Cola (DFS-Dorland). A movie company has bought stand-alone 15's, and North American-Philips light bulb division has taken a 15-second spot.

While CBS was able to sell out, the going was said to have been a lot rougher this year than last year, when NBC sold out by Nov. 1. Jerome Dominus, CBS-TV vice president, network sales, acknowledged that the network was "behind that pace" this year. He said NBC was greatly aided last year by Sears, which took six Super Bowl units in its effort to launch the Discover credit card, while Federal Express took three units to launch a new advertising campaign. He declined to name any Super Bowl advertisers other than to say that among the categories signed are fast food, beer, insurance, communications and domestic and foreign automobiles.

As for coverage of the game itself, Ted Shaker, executive producer of CBS Sports, said the network intended to cover the game pretty much as it has covered games all seasons. He said that there will be 14 cameras instead of the normal eight to better isolate players on the field and for reverse angle shots and a blimp shot. But aside from that, the coverage won't be different. "We will try to low key the coverage," said Shaker. "We are not the event and we will not get in the way of the viewer and game."

One new wrinkle this year, however, is the broadcast of the Super Bowl in stereo. And for viewers who want even more realism, the network will also offer Dolby Surround sound, an enhanced four-channel audio system using a special home decoder (about 200,000 are in use).

According to Doug Hennessy, director of technical services for the network's operations and engineering division, Dolby Surround adds little complexity to the production but adds another "dimension" to the program's audio for those with decoders, as well as improved quality to straight two-channel stereo, with which Surround is compatible.

There will be a few new editorial twists in the pre-game coverage, as well. One is the "Beat the Greek" telephone line that has been established so viewers can call in to say whether they agree with Jimmy the Greek's prediction on the outcome of the game. One pre-game feature will focus on how viewers across the country plan the whole day around the television set, said Shaker. Another will look at how the game has become a world-wide phenonemon, as evidenced by the approximately 60 countries that have licensed the game from Trans World International.

The pre-game will feature a live remote from Rome, where the game is being broadcast live (in the middle of the night) for the first time. Another story will focus on the home states of the two participating teams, Colorado and New Jersey, with CBS newsman Charles Osgood recapping the skirmishes between New York and New Jersey fans over the Giants, who several years ago moved to a stadium just east of the Hudson River after decades of playing at Yankee stadium in the Bronx.

In addition to the usual profiles of star players, Shaker said, one key player on each team has been tapped to keep a video diary of his life for the two weeks leading up the game. He declined to name the players. In addition to live coverage from the hotels the teams are staying at, one story will attempt to explain why the Super Bowl rarely seems to live up to all the hype surrounding it. John Madden will also present, for the third year, his off-beat "All-Madden Team." Madden, who has a fear of flying, took off by train last week for the West Coast so he'd have time to complete his story. Madden and Pat Summerall are the scheduled broadcast team for the game, with Madden doing commentary

Denver data. Continuing its compilation of revenue and profit calculations for TV markets, Broadcast Financial Management Association has released 1985 figures for Denver, 19th market. Unaudited figures were submitted to Arthur Young by five stations listed below.

Denver (19)

KUSA-TV ■ KWGN-TV ■ KMGH-TV ■ KDVR ■ KCNC-TV ■

Network compensation	$2,705,330
Gross local time sales	$74,727,249
Gross national/regional time sales	$87,545,671
Total gross time sales	$162,272,920
Less ad agency commissions	$20,157,275
Net time sales	$142,115,645
Total sales	$144,820,975
Other operating revenue	$2,732,863
Total operating revenue	$147,553,838
Total barter and tradeouts	$3,835,350

Crockett, Tex. 75835. Principal has no other broadcast interests. Filed Dec. 23.

■ Duncan, Okla.—Calvin Ross seeks ch. 40; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 200 ft. Address: 955 Sylvan, Atlanta 30310. Principal has no other broadcast interests. Filed Dec. 23.

■ Grove, Okla.—Stephen Sparks seeks ch. 45; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 190.2 ft. Address: 5150 Old Bullard Rd., Tyler, Tex. 75216. Principal has no other broadcast interests. Filed Dec. 23.

■ Beaumont, Tex.—Frederick Grimm seeks ch. 21; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 606 ft. Address: R.D. 2, Box 276, Petersburg, N.Y. 12138. Principal has no other broadcast interests. Filed Dec. 22.

Facilities Changes

Tendered

FM's

■ WSFU-FM (100.9 mhz) Union Springs, Ala.—Seeks CP to change TL; change ERP to 1.3 kw and change HAAT to 488 ft. Filed Jan. 12.

■ WSHU (91.1 mhz) Fairfield, Conn.—Seeks mod. of CP to make changes in ant. sys. Filed Jan. 12.

■ *WFCS (97.9 mhz) New Britain, Conn.—Seeks CP to change freq. to 105.3 mhz; change TL; change ERP to 18.96 w; change HAAT to 724.9 ft. and make changes in ant. sys. Filed Jan. 9.

■ WKHX-FM (101.5 mhz) Marietta, Ga.—Seeks CP to change HAAT to 984 ft. Filed Jan. 12.

■ WCTT-FM (107.3 mhz) Corbin, Kan.—Seeks mod. of CP to change HAAT to 492 ft. Filed Jan. 12.

■ KRZZ-FM (95.9 mhz) Derby, Kan.—Seeks mod. of CP to change TL; change ERP to 3 kw and change HAAT to 328 ft. Filed Jan. 12.

■ WYNK-FM (101.5 mhz) Baton Rouge, La.—Seeks mod. of CP to change TL; change HAAT to 1,500 ft. and make changes in ant. sys. Filed Jan. 12.

■ WYFL (92.5 mhz) Henderson, N.C.—Seeks mod. of CP to change HAAT to 1,040 ft. Filed Jan. 12.

■ WMGF (96.1 mhz) Shelby, N.C.—Seeks mod. of CP change HAAT to 1,738.4 ft. and make changes in ant. sys. Filed Jan. 12.

■ WHGM (103.9 mhz) Bellwood, Pa.—Seeks CP to change TL; change ERP to 300 w; change HAAT to 1,007.6 ft. and relocate studio outside of main city of license. Filed Jan. 12.

■ WWKX (104.5 mhz) Gallatin, Tenn.—Seeks CP to change TL; change ERP to 48.9 kw and change HAAT to 1,312 ft. Filed Jan. 12.

■ KTXN-FM (98.7 mhz) Victoria, Tenn.—Seeks CP to change ERP to 92.5 mhz and change HAAT to 1,328 ft. Filed Jan. 12.

■ WZZR (92.7 mhz) Mechanicsville, Va.—Seeks CP to change ERP 1.35 kw and change HAAT to 479 ft. Filed Jan. 12.

Accepted

■ WHHY-FM (101.9 mhz) Montgomery, Ala.—Seeks mod. of CP to change HAAT to 1,020 ft. Filed Jan. 12.

■ KJJJ (95.3 mhz) Clifton, Ariz.—Seeks mod. of CP to change freq. to 102.1 mhz; change TL; change ERP to 66.5 kw and change HAAT to 2,349.1 ft. Filed Jan. 12.

■ KXOA-FM (107.9 mhz) Sacramento, Calif.—Seeks mod. of CP to change TL and change HAAT to 492 ft. Filed Jan. 12.

■ KRLT (93.9 mhz) South Lake Tahoe*Calif.—Seeks CP to change TL; change ERP to 5 kw; change HAAT to minus 340 ft. Filed Jan. 12.

■ KJOT (105.1 mhz) Boise, Idaho—Seeks CP to change TL; change ERP to 3.01 kw; change HAAT to 269 ft. and make changes in ant. sys. Filed Jan. 12.

■ KLPL-FM (92.7 mhz) Lake Providence, La.—Seeks CP to change TL. Filed Jan. 12.

■ KSNR (99.3 mhz) Thief River Falls, Minn.—Seeks CP to change freq. to 100.3 mhz; change TL; change ERP to 100 kw and change HAAT to 563.8 ft. Filed Jan. 12.

■ WJYY (105.5 mhz) Concord, N.H.—Seeks CP to change ERP 1.21 kw and change HAAT to 495 ft. Filed Jan. 12.

■ WJR (100.1 mhz) Manahawkin, N.J.—Seeks CP to make changes in ant. sys. Filed Jan. 12.

■ KEXL (100.7 mhz) Norfolk, Neb.—Seeks mod. of CP to change HAAT to 1,027.75 ft. Filed Jan. 12.

■ WMMS (100.7 mhz) Cleveland—Seeks CP to change ERP to 33 kw. Filed Jan. 12.

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Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.